

## SALES ANALYSIS GROUP

Status as of 6/5/97

### Retail Audits

- \* • Basic Region 5 Test - Evaluation of retail conditions among stores participating in the Basic \$2.00 off carton test during the second and third quarters. Sample being refined again to reflect late May changes in participating store universe.
- Marlboro B4G1F Audit - Tracking implementation of the B4G1F offer in Non Retail Masters stores from April to July. Tracking and reporting implementation on a weekly basis.
- May OPB Promotional Audit - Tracking retail implementation of various OPB promotions during May. Weekly tracking to be completed w/o 6/2/97.
- • June Price Promotional Audits - Tracking retail implementation of the Marlboro Summer Gear and Your Basic Summer of Savings promotions in Retail Masters stores. Weekly reporting to continue through early July.
- ✓ → • B4G1F Audits - Designing a panel to track the retail implementation of the August B4G1F and October Cube promotions (audits to begin mid-July).

### Analysis

- Metro Plan - Working with the Metro Sales Force group to support their information requirements including generating store lists (combining Powerforce and STARS) and determining implications to STARS/Sales IC program.
- Quik Trip - Completed initial phase of work with Sales and Trade Marketing to analyze the retailer's business. Presentation given to Quik Trip 5/28.
- ✓ • Other Account Analysis - Currently working on account reviews/presentations for Food-Lion, Ahold (Tops & Finast) and Kroger.  
crown, southland, Food Lion, Ahold (Tops & Finast)

### Tracking

- ✓ → • Retail Masters Tracking - Ongoing evaluation of Nielsen and STARS based performance trends. Comprehensive mid-year review expected by the end of July.
- Retail Masters Expansion - Finalized identification of opportunity stores to expand PM volume penetration to 70%. Tracking the percent of stores signed by Section from the opportunity list on a monthly basis.
- 1997 Chain Reporting Package - Completed transition of the monthly chain package from STARS Store level to the new STARS Chain Aggregate database. Developing a Section level top 10 chain reports.
- Section Performance Package - Complete package (with major chain and RM opportunity list tracking) began 5/97. Developed new call coverage page for inclusion in the April package (produced in early June).
- ✓ • SAM Two-Way Reporting - Developing a report similar to the National Two-Way Plan that allow SAM's to track their performance. Currently gathering feedback from a group of SAM's on a prototype.

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Retailer Tests

- \* • Diamond Shamrock - Designed test to measure the effectiveness of promotional allocation using ADSII. Currently analyzing preliminary results of Basic B2G1F and V. Slims CD promotions for presentation on 6/11/97.

Presentations

- \* • STARS Presentation - Completed the final presentation to the Senior Region Sales to help strengthen Field Sales understanding of the STARS databases.

Region Projects

- Region 1 - Working with the Metro Group to tracking and report results from the Field Sales survey of NY, Phil and Boston for the Metro Plan.
- Region 2 - Developing new tracking reports, analyzing business performance of 3 Districts with unfavorable share trends.
- Region 3 - Analyzing Tobacco store trade class.
- Region 4 - Evaluating performance issues in Sections/trade classes with unfavorable YTD trends.
- Region 5 - Tracking the Basic Visibility project, providing support for presentations to Core Mark and Circle-K.

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- Account Report -
  - Chain package
  - Leadership accounts
  - Top 10 per section
    - 530 package
    - Chain package

- Call objectives -

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### Other Topics

- Feedback on ways to improve
- Next meeting date/place
- Prep. ad. conf. call
- Senior Sales Team feedback

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